

POINTS FOR LIVE DEALERS.

A DEALER, writing in The New York Stationer, says that one of his methods of cultivating trade is to make it a point "to attend to the children as carefully as to grown people. If families find the children are well treated you will get their trade." This is a good idea, and one that has already made stationery stores in different Canadian cities very popular with old and young alike. The proprietors of these stores, after the results of the school examinations are published, send a neatly printed card of congratulation to each successful student of the city, and before the opening of the schools, after the holidays, send them a list of the books required, according to the class they have passed into, with the announcement that they can be had at their stores together with all other school necessities, and inviting them to call and inspect the stock. This kind of advertising has paid them and will pay others. Care must be taken, though, that no one is sent a wrong list, or business is likely to be hurt rather than increased.

The use of glass shelves will enable stationers who wish to display in their windows small articles, such as playing cards, match holders, etc., to show them to

advantage much better than if they are placed on the floor of the window or mixed up with other and larger goods. These shelves can be made the full length of the window or as short as desired. They are either fastened to the ends of the window or hung by small brass chains from the ceiling. Each shelf is nearer to the window than the one above it, so that the whole is in the form of steps, and the goods on the lower shelves can thus be seen as easily as those on the top row.

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One of the greatest difficulties in making a good window display is to avoid putting too much on show at the same time. Too many articles may make a better-looking window, but they make a poorer individual display than too few. Stationers are more likely to err on the side of placing too many things on show than almost any other merchant, as their goods are nearly all small, and a very large stock would have to be carried if a window were to be made of one line. But if three or four lines of goods are displayed the window can be filled properly and not be crowded. A town dealer finds that the best way is to specialize on two or three lines from time to time, and exhibit these to the exclusion of all other goods. If the window is changed every

now and then an interesting display can be kept before the public. "People won't look at a stale window," says a writer in an exchange, "and a stale window gives the impression of a stale store."

C.G.H.

A useful calendar is sent out by Morton, Phillips & Co., Montreal, which, besides the regular monthly pages, contains a page or two devoted to postal information, the fire alarm telegraph of Montreal, bank and legal holidays, Montreal tariff for hackney coaches, street car routes, etc. It is strongly made and will be useful after the current year has passed.

A series of Canadian history readings, published by G. V. Hay, St. John, N.B., has now been completed in one volume of twelve numbers, and will make a valuable edition to Canadian libraries, public or private. The series embraces twenty-two topics, by a number of different writers, including some of Canada's authors. It is a collection of sketches of Canadian history gathered from various sources to which the average reader cannot obtain access. The bound volume of these readings is now ready and sells for \$1.15. The series, unbound, can be had for \$1.





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Staunton

Wall Papers

Our travellers are out for the final "round up," taking orders for Spring trade. They are carrying a full line of samples, and dealers should make it a point to order during this trip, as after that patterns will begin to go out of stock and will be removed from the line.

If you'd rather not wait for the traveller, drop a card for samples, we'll send them.

STAUNTONS LIMITED, TORONTO

FORMERLY M. STAUNTON & CO.